I ABSOLUTELY ask that cell phone use is not allowed on commercial aircraft. I travel 100,000 miles per year on United Airlines and it would be a nightmare if people were talking LOUDLY on their cells the entire flight. Service by flight attendants would be hampered and announcements from the flight crew would not be heard. It is a BAD idea and flying will be an awful experience if you allow this! There will no peace and quiet on an otherwise noisy flight as it is.